



Recognizing: Philadelphia Chapter **Project Title:** Philly ALA: You Never Know Who You Are Going to Meet

The Philadelphia Chapter Board of Directors is pleased to submit this nomination for consideration of a 2016 IDEA Award. Like many chapters, we have been faced with issues regarding succession planning and what our membership demographics will look like in the years to come. With less than one percent of our existing primary chapter members comprising of the Millennial Generation, our Board knew that we had to start acting now in order to preserve our Chapter's membership existence. With that, we launched an upgraded, mobile optimized website (www.phila-ala.org), created a new Board position of Vice President of Communications and rapidly followed with creating Twitter (https://twitter.com/phila_ala) and YouTube (https://www.youtube.com/channel/UCRoMS2EQP_LvHveZ0oiz4fA) accounts.

Studies show that Millennials are looking to be rewarded for their work including with investments in their career growth through courses, conferences and networking opportunities that are supported by their employers. Because of this, we needed to become creative in our thought process and to think outside the box to find new ways to attract this demographic. After the launch of our Twitter account in late 2015, the Board decided that we needed a new avenue of reaching this target. YouTube became the most obvious choice because it could do two things: showcase our existing members' expertise and profile our chapter in an engaging and visually stimulating fashion.

We started off our channel with a video shot during our 2015 holiday event where we asked members in attendance who their go-to person was in our chapter and what that person meant to them. In that video (<https://youtu.be/kelyCr1Zk5k>), we showcased the relationships that our chapter members form that goes far beyond the association. A welcome video message from our current Chapter President is also included. This video is not only on our YouTube channel, but we plan to use it in new and renewal member email confirmations as well as part of our Chapter President's Welcome Message (<http://www.phila-ala.org/presidents-message>) on our website. This video has helped personalize the warm and friendly welcome message about our Chapter and promotes the benefits membership has to offer.

After those two videos were completed, we decided that we needed to create a few videos to showcase to new members, and current ones too, just who you find in the ALA. Our tip series videos, which can be found on both our YouTube channel and our website (<http://www.phila-ala.org/youtube-channel>), demonstrate that our chapter has talented individuals across a variety of functional areas. Our first (https://youtu.be/POLdC2X_kEw) tip series video focused on how to have a successful transition of a new employee into your firm. Our second (<https://youtu.be/GWitLSwMQx8>) tips series video focused on collecting your accounts receivable quicker while the third (<https://youtu.be/GjcMyWxulVQ>) gave tips on time management. Our most recent (<https://youtu.be/4G1OjLet0qI>) tips series video focuses on training your attorneys to market and build business.

We are currently in the process of recording a welcome message from one of our business partners,



similar to that of our Chapter President's welcome video that will be sent to all current and new business partners talking about the value of sponsorship. In line with our member-focused tip series, we are also in the process of creating a video that features four current business partners who each describe how their company was able to resolve a problem, create new processes or partner with our chapter members. Look for these videos on our website and YouTube Channel in January 2017.

Because this project is less than six months old, we are still reviewing the metrics of our intended reach to our targeted audience as well as the success of this initiative. Our hope is that within the next year we will be able to point back to these videos as reasons why we have engaged a younger generation of members. We would be happy to share with other Chapters how we went about creating our YouTube channel and creating the videos. Because Chapter budgets vary, there are other alternatives available besides hiring a professional marketing company as we did to assist with the videos. Using your mobile devices and free editing software found online are quick and simple tools anyone can use. We have spent approximately \$21,000 on the recording and editing of our first six videos.

We sincerely hope you are as enthusiastic and excited as we are about the future success of our new initiative. We are confident that these videos will increase member engagement, attract new members and bring more awareness to the fact that you really never know who you will meet (or rekindle an old relationship) when you join the Philadelphia Chapter of the Association of Legal Administrators!

Thank you for your consideration.